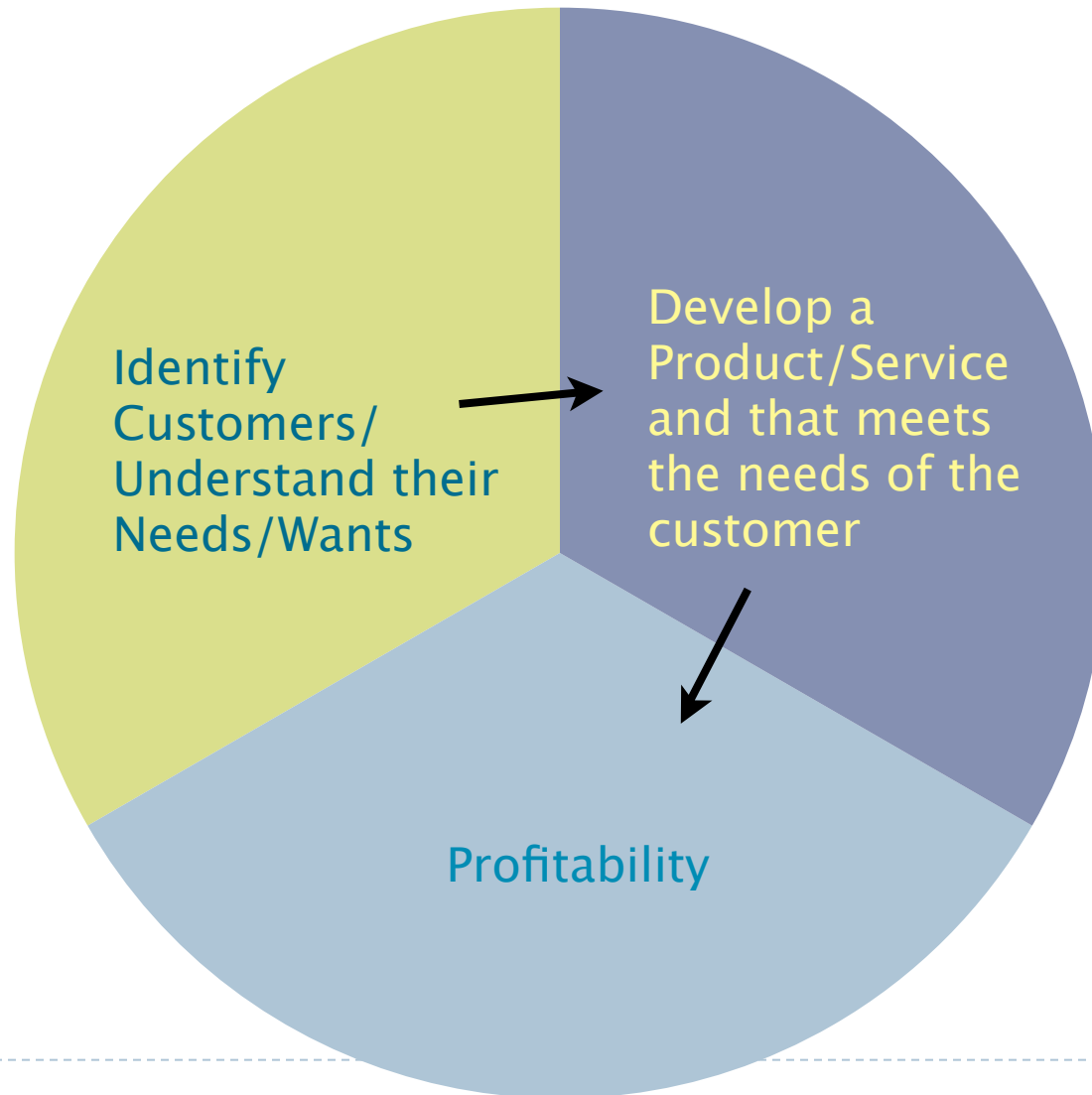


The Marketing Concept

Implementing the Marketing Strategy

The Marketing Concept



The Marketing Strategy



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graph TD; A[Target Market] --> B[Marketing Mix]
```

Target Market

Marketing Mix

Target Market

A clear and identifiable group of people that share Similar Characteristics:

Demographics – (Age, Gender, Income, Education, Careers

Geographic Area – Location

Psychographics: (personality, behaviors, life-style, repetition of use, benefits sought, and loyalty characteristics.)

A Marketing Mix is then developed to meets the Needs of this group



The Marketing Mix

Product

People

Place

Promotion

Price



Product

Marketers help businesses create new products by using:

- Marketing Research
- Buying Behaviors

More than just the product:

- Brand Name
- Accessories
- Packaging
- Services



Place (Distribution)

Channels of Distribution



Making the product/service accessible to your customers.

- Where to sell it?
- How to get it there?
- How can I reduce costs?

Effective Distribution

Difference in Quantity

Adjusts the product amount to meet customer needs.

Difference in Assortment

Businesses can carry a variety of items in one place.

Difference in Locations

Businesses carry products made from around the world.

Differences in the Time

Businesses decide when to deliver products to consumers.



Pricing Goals

- 1.) Maximize Profits
- 2.) Increase Sales
- 3.) Maintain Image



Pricing Influences

- 1.) Supply and Demand
- 2.) Quantity Purchased
- 3.) Customer Service
- 4.) Special Products
- 5.) Channel of Distribution
- 6.) Advertising and Promotion

PRODUCT INFORMATION

Price: \$10.00

Be the first to review
this product!

QUANTITY DISCOUNTS:

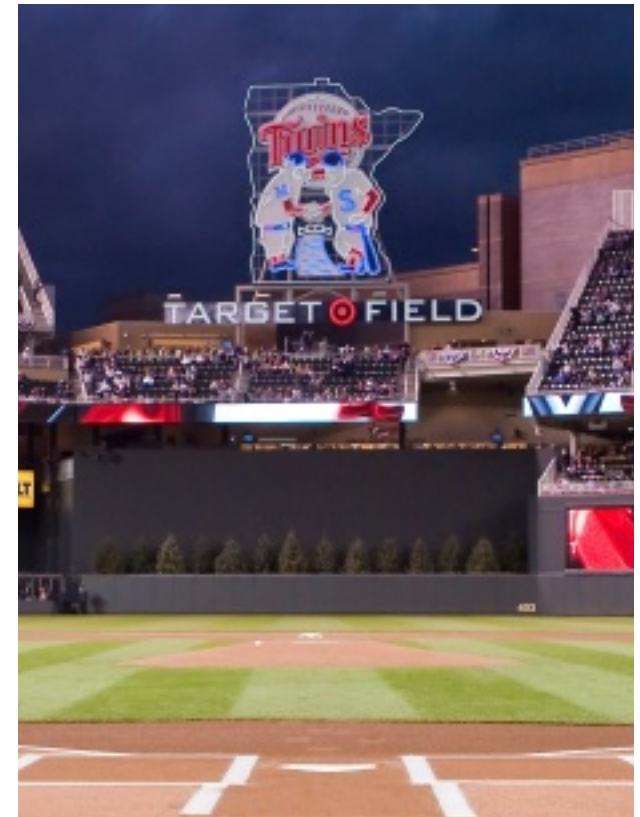
Quantity:	10+	100+	500+
Price:	\$8.50	\$7.00	\$6.20
You save:	15.0%	30.0%	38.0%

Promotion

The efforts of a business to communicate with customers resulting in some type of action.

Promotional Methods

- 1.) Advertising
- 2.) Trade Promotions (Trade Shows)
- 3.) Consumer Promotions (Sales)
- 4.) Personal Selling
- 5.) Publicity
- 6.) Sponsorships
- 7.) Direct Marketing



Selecting Promotion Methods

1.) Who is the Target Market?

How many?

Where are they located?

Where and how do they receive information?

2.) What is the Message?

Does everyone need the same information?

Is it simple or complex?

Need Repeating?

3.) What is your Promotional Budget?



People

Roles Played

- Personal Selling
- Customer Service
- Support

